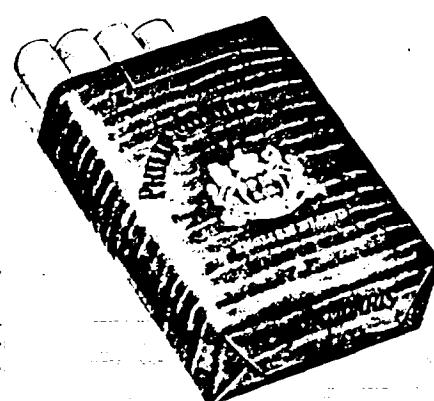


• BECAUSE YOU DO INHALE • *this is vital information!*



CALL FOR PHILIP MORRIS
 FIRE-PLEASURE-PLUS REAL PROTECTION!



AMERICA'S FINEST
CIGARETTE TASTE BETTER —
 and proved better for your nose and throat.
 — superiority recognized by eminent medical authorities!

IT'S a known fact: sometimes *every* smoker inhales... *and more smoke contacts more of the nose and throat passages.*

So... chances of irritation naturally increase.

But there are tremendous differences in cigarettes!

They are reported by distinguished doctors... who measured irritant qualities of the *five leading brands*. Here are the facts:-

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS... AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

That's real *difference—real superiority—provided by Philip Morris for your pleasure and protection. Why wait longer to enjoy it?*

1003071120

12-10